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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 45 titles deal with a variety of topics, including the following: (1) gender portrayal in magazine advertising; (2) the role of special interest groups in agenda-setting; (3) the relationship between sensation-seeking and horror movie interest and attendance; (4) educational radio and rural development; (5) popular religion and the imperatives of television: a study of the electric church; a children's perceptions of television commercials; (7) mass media and political socialization of immigrants; (8) the impact of advertising on the less developed countries; (9) the early radio years of Carl McIntire; (10) a study of factors related to the use of motion picture films by public school teachers; (11) cable television and the first amendment; (12) a critical approach to star discourse and television; (13) mass media and development in Sudan; (14) media effects and the formation of political commitments; (15) patterns of mass media exposure among adults, high school juniors, and seventh graders; and (16) a search for values in the magazines of the car-culture. (EL)

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A NEW WORLD INFORMATION AND COMMUNICATION ORDER: A NIGERIAN RESPONSE Order No. DA8503046
AKAONA, KEVIN CHUKWUEMEKA, Ph.D. *University of Minnesota*, 1984.
342pp. Major Adviser: Robert Lindsay

With the rise of nationalism in the newly independent states of Africa, Asia, and Latin America, a parallel concern for control of their economies, communications and cultures was established. This concern manifested itself in many ways, but crystallized on two major considerations: the call by these post-colonial states for a new world information order and a new economic order to replace the old orders grossly skewed in favor of the industrialized nations.

This study was concerned with the call for a new world information and communication order and Nigeria's response to it.

The News Agency of Nigeria (NAN) is Nigeria's single most important response to the call for a new order of information and communication.

Using an integrated technique of data collection--questionnaire survey, face-to-face unstructured interviews, participant observation and library sources--the study examined the origin, structure, operations, and the socio-political role of the agency as well as the social characteristics of its journalists, the relationship between the agency and the world agencies and the problems affecting its current and potential effectiveness in balancing global news flow and integrating the African news media.

Because the study contemplated primarily the main demographic and social characteristics of NAN journalists, no assumptions were made and no hypotheses were tested.

The profile that emerges from the study is of a press corps of professionally oriented journalists who are well-paid, relatively young

and well-educated but inexperienced. The majority are male and married and are native to the rural areas of the Nigerian state. While they entered the news media through different routes, the majority did so through university training in journalism. Yet the majority feels that a university degree in journalism or in another discipline is unnecessary for journalism work. There is disproportionate representation along geographic and ethnic lines, with most respondents coming from the southern states.

Although the results may not be representative in a statistical sense (92 out of 106 journalists completed and returned their questionnaire), they are important as substantive data concerning an aspect of communications development about which little is known.

THE POTENTIAL OF VIDEOTEX IN THE KINGDOM OF SAUDI ARABIA: A DESCRIPTIVE STUDY Order No. DA8504843
AL-DAKHEEL, FAWAZ MOHAMMED, Ph.D. *Wayne State University*, 1984.
380pp. Adviser: Dr. J. Daniel Logan

This study is a descriptive analysis of the nature and technology of videotex, providing background information on its worldwide development and applications, but focusing primarily upon the potential applications of videotex systems in Saudi Arabia.

As a background to the problem, Saudi Arabia's past and current economic development plans are examined, as well as relevant socio-cultural aspects of the Kingdom. Socio-cultural and economic aspects of the country are examined in order to determine their compatibility with existing or modified videotex systems. The nature and technology of videotex are examined in detail in order to establish their compatibility with the existing telecommunication and information technologies in Saudi Arabia. The worldwide development of videotex systems is examined to ascertain which of the videotex standards and technologies will be most suitable in the case of Saudi Arabia.

The research entails a mail questionnaire which is analyzed to yield the existing level of videotex application in the Kingdom, as well as the respondents' judgments about what applications would be most suitable for Saudi Arabia. This research proposes cooperative public-private sectors investment in the development of videotex; the current proposal adapts and modified a model proposed for the State of South Carolina by Garry Powers, a research analyst at the University of South Carolina. A cooperative public-private sectors Saudi Arabian Information Resource Network Authority (SA-IRNA) is proposed as the vehicle of introducing and promoting a national videotex system. The functions of the Information Authority will include the development of a well-organized, large database as well as videotex systems. Recommendations are also made regarding such issues as the adoption of the Teledon standard in Saudi Arabia and the establishment of consistent terminology for use in the technology of videotex.

AN ANALYTICAL COMPARATIVE STUDY OF TELEVISION SYSTEMS AND DECISION-MAKING PROCESSES IN FOUR ARABIAN GULF STATES (SAUDI ARABIA, KUWAIT, BAHRAIN AND QATAR) Order No. DA8428362
AL-USMANI, ABDULRAZAK S., Ph.D. *The University of Wisconsin - Madison*, 1984. 282pp. Supervisor: Professor Richard G. Lawson

There has been a tendency in the United States to label media systems of the world according to abstract categories like "western," "communist," "authoritarian," etc. Such labeling has given the impression that few important differences exist among countries classified under the same categories. Several communication researchers have even suggested that television, especially in developing nations, functions similarly, ignoring diversities that may exist among the nations such as differences of political, social, and religious structures. This study examines four Gulf Arabian states usually considered to be homogenous, sharing nearly similar cultural characteristics. Substantial and formative differences in the TV systems' structure, political philosophies, and decision-making processes within Saudi Arabia, Kuwait, Qatar, and Bahrain were discovered.

Since the study asks how the TV systems in the four states are structured and decisions are made, direct observation was the best possible research method. The writer observed and discussed issues with key personnel within each system.

This study shows that certain differences indeed do exist in the structuring of the four systems, even though state governments own all four. That is, each possesses a different model of operation, especially with issues related to centralization and decentralization of authority. Officials in each system perceive television differently, and hence they have different philosophies about how TV can best be used. The study's findings thus do not support the claim that television in developing nations follows similar patterns. Rather, their different social, religious, and political philosophies result in different standards of censorship and processes of program acquisition and production, which can in turn negatively affect program exchange and cooperation found between Gulfvision and other similar Gulf organizations.

GENDER PORTRAYAL IN MAGAZINE ADVERTISING Order No. DA8428506
BARNES, JUDITH A., Ph.D. *Rensselaer Polytechnic Institute*, 1984.
217pp.

An analysis of the gender portrayals in magazine ads in 1953, 1979 and 1983 shows that over the thirty years, the portrayals have become less stereotypically masculine and feminine, but that over the short-term from 1979 to 1983, they have started to become more traditional, if only slightly.

The methodology combines Kenneth Burke's tenets of rhetorical criticism with content analysis methods. Burke's cluster analysis is used to index the elements to be analyzed; his structural analysis to chart changes in them; and his agon analysis to identify overall masculine and feminine portrayals.

Facial expressions, places and products are analyzed in ads in five different types of magazines--men's, women's, home, business and news--for the three test years in order to show changes in portrayals both over time and across markets. Full page ads only are examined. The January, May and September issues were chosen to adjust for seasonal advertising changes.

The data provide information on the gender composition of ads as well as gender-related patterns in gaze direction and focus, facial expressions and place and product associations. Results vary by element and magazine category but, in general, support the thesis. *Ad Composition*: Men predominate in ads, but less so in 1979 than in 1953 or 1983. Ads showing men and women together and as equals peak in 1979 but then drop off. *Expressions*: Women predominantly look up and smile in the 1953 ads, have more varied expressions in 1979 and return somewhat to earlier patterns in 1983. Men's patterns are consistently more diverse. Focus patterns do not support the thesis. *Place*: Home remains more a woman's place and the office more a man's, but in 1979, there is a sharing of both places by men and women. *Products*: Domestic and personal care items still remain more feminine and cars, electronics and financial goods more masculine. However, there has been a general increase in gender-neutral, no-figure ads for these products.

MEDIA EFFECTS AND THE FORMATION OF POLITICAL COMMITMENTS Order No. DA8428369

BAST, ELAINE M., Ph.D. *Bowling Green State University*, 1984. 201pp.

This study examined the differential effects of media on the formation of political commitments during the presidential campaign of 1972. Political commitment was conceptualized to include multiple aspects of political activities and attitudes. The media variables were separated initially into candidate controlled and non-candidate controlled sources, as well as into the media channels of television, radio, print, and interpersonal communication. These conceptualizations were oriented toward refining both the political commitment variables and the media influence variables that are of concern in mass communication research.

The data for this study were based on the survey conducted in Syracuse, New York by Patterson and McClure. Factor analysis of relevant data from the Patterson and McClure study provided the basis for operationalizing the political commitment and media variables. The political commitment variables included political attachment, political estrangement, care who wins, political interest, strength of party identification, expect to vote, and candidate preference.

The results indicated that the overall effects of media on the formation on political commitments were minimal in comparison to the effects of socioeconomic status and social background characteristics. The degree of involvement in various forms of media was less influential in shaping political commitments than was the perceived influence of media. Several background variables, such as age cohort, marital status, religion, education, and class identification, were significantly related to the formation of political commitments, suggesting that the prevailing life styles and ideologies may play a more influential role in residential campaigns than the direct effects of media involvements.

KEEPERS OF THE FLAME: A SEARCH FOR VALUES IN THE MAGAZINES OF THE CAR-CULTURE Order No. DA8426507

BLAISDELL, KENNETH CHARLES, Ph.D. *Rensselaer Polytechnic Institute*, 1984. 189pp.

No product of a technological society has had a more complete impact on our culture than the automobile of 20th century America. Accordingly, much has been written about the automobile's role in American life. Cynthia Dettelbach, in her book *In the Driver's Seat* (1976), identifies four "dream" categories--youth, freedom, success, and possession--values that are bound up with our collective imagination, and "carried" by the automobile.

The end of World War II saw the beginning of the halcyon days of the automobile in America, and the renewal of the passionate love affair of the American with his car. At the same time European sports cars were imported in increasing numbers. Reflecting the growing interest in enthusiasts' cars and racing, *Road and Track* magazine was established in 1948, modeled after British motoring journals. It was soon followed by *Sports Car Graphic* and *Sports Cars Illustrated* (which became in 1960, *Car and Driver*).

A content analysis of selected issues of the four magazines from the early 1950's through the 1970's revealed that youth, freedom, success, and possession, along with two other pervasive themes, sex and power, are indeed to be found in the enthusiasts' car-culture. As *Keepers of the Flame*, the enthusiast-writers vigorously promoted the automobile within the context of the larger American culture and guided their readers to value the behaviors and beliefs held by the writers to be "correct."

The magazines' view of youth is, for the most part, nostalgic. Possession is classic cars, exotic cars, and desiring the unattainable. Success for the editors was inextricably tied to possession. Freedom meant, in the early days of the magazines, speed and racing; in the last decade, a frontier individualism that guarded freedom from any external threats to the enthusiasts' car-culture. Sex is discussed with an outdated mixture of shyness and bravado. Women are surrogate automobiles and beings to be feared as they have the power to deny freedom. The magazines admire and desire power and control over other men and women, and over the automobile.

The editors use the magazine as a platform from which to preach an American idealism, perhaps outmoded, but strongly believed.

THIRD WORLD NEWS ON NETWORK TELEVISION: AN INCLUSION/EXCLUSION STUDY OF VIOLENCE

Order No. DA8425469

COOPER, ANNE MESSERLY, Ph.D. *The University of North Carolina at Chapel Hill*, 1984. 194pp. Supervisor: Robert L. Stevenson

Probably no single topic in the New World Information Order debate has generated as much interest as that of negative coverage of the Third World. Numerous studies have shown that violence does indeed dominate coverage by United States media. But does "dominance" mean that violence determines coverage?

This study looked at the evening news on ABC, CBS, and NBC because of television's importance, as America's national news medium, in reporting foreign affairs. After a content analysis of television news for the year 1978 was done, the results were compared with newsworthy events in the Conflict and Peace Data Bank to see which ones were included and which excluded; this bank compiles and scales events in seven categories from neutral to conflictive. Discriminant analysis was used to test the hypothesis that, for 100 Third World countries, the more violent an event, the more likely it is to be covered on network television news.

Results showed that violence had at best a barely perceptible relation to inclusion/exclusion of events. Correlations between scaled violence and coverage on television were: entire Third World, .052; Middle East, .01; Africa, .114; Asia, .004; and Latin America, .06. The hypothesis was not supported.

The inclusion/exclusion method also revealed that 21 countries got 84.1 percent of coverage. Despite their involvement in newsworthy domestic and international events, 79 Third World countries were virtually absent from television screens, receiving from 0 to less than 1 percent of Third World coverage. Egypt received not only the most coverage (12.3 percent of the total); it also had the highest selection rate, with 86.9 percent of its events included on television--compared to 27 percent for the Third World as a whole.

Thus television creates two kinds of distortion: "over"-coverage of a few countries, such as Egypt, and virtual omission of a great many countries, such as all those in South America. Television seems able to cover only a few continuing stories. This study proposes that those involving the Third World are: the survival of Israel, the threat of communism/socialism, and violence in sub-Saharan Africa. Countries that do not fit into these three stories receive little or no television coverage. This study concludes with suggestions for using the inclusion/exclusion method as a means of improving network coverage of the 79 neglected countries.

CENTRAL OR PERIPHERAL ROUTES TO ATTITUDE CHANGE: THE ROLE OF REPETITION IN TELEVISION COMMERCIAL WEAROUT Order No. DA8425547

CORLETT, WILLIAM CLEVE, Ph.D. *The University of Iowa*, 1984. 172pp. Supervisors: Assistant Professor Paul J. Traudt, Associate Professor John T. Cacioppo

This study used Petty and Cacioppo's Elaboration Likelihood Model (1981) to examine the effects of message repetition and speed of presentation on attitudes toward television commercials. An experiment was designed to evaluate three hypotheses. (1) Given the recommendation is personally relevant; moderate levels of commercial repetition increases central route processing, resulting in an increase in attitude change for strong argument commercials and a speciousness effect on attitudes for weak argument commercials. (2) Extending the period prior to central route processing, through an increase in presentation speed, will delay the effects of message repetition and commercial wearout. (3) If television commercials are predominately processed through a peripheral route to attitude change, at least with the first few exposures, the initial attitudinal level of a quickened television commercial will be higher than the same commercial presented at a slower pace.

Under conditions of high involvement, undergraduates viewed television commercials in which argument quality and speed of presentation were manipulated. For these purposes, four television commercials were produced and incorporated into a two by two by four factorial design: two for presentation rate (regular or quickened); two for argument type (strong or weak); and four for exposure frequency (one, three, five, or seven). Following exposure to the commercial(s), subjects evaluated the product and commercials on various cognitive response, attitudinal, boredom, trustworthiness, and recall measures.

Results revealed that attitudes toward the advertised product were not affected by speed of presentation. The quickened commercials neither increased initial attitudes (hypothesis #3), nor delayed their subsequent decline (hypothesis #2), indicating that the increased presentation speed did not disrupt viewer processing of these simple commercial messages. Results for the first hypothesis indicated central route processing of the commercial messages. There was also an indication that message repetition (rather than speed of presentation), was the key to message processing ability, producing a speciousness effect for weak argument commercials. It also appeared that cognitive responses were increasingly directed toward the commercial itself (rather than the advertised product) with repetition.

EMOTIONALLY DISTURBED AND NON-EMOTIONALLY DISTURBED CHILDREN'S PERCEPTIONS OF PROSOCIAL TELEVIEWED MESSAGES

Order No. DA8421688

DURHAM, DONA ANITA, Ph.D. *The University of Texas at Austin*, 1984. 324pp. Supervising Professors: James E. Gilliam, Timothy P. Mayer

During the 1970s, adherence to the social learning theory view of "television's effect" on children shifted to concern about age-related changes in children's ability to process television information (Reeves & Wartella, 1982; Wartella, 1980). In much of the children and television research, researchers using a cognitive-developmental

perspective have chosen Piagetian logical operations as the means for understanding children's ability to comprehend what they see on TV (Faber, Perloff, & Hawkins, 1982). But, as variables, age and Piagetian cognitive developmental stages may not add as much insight into children's perceptions of what they see on television as a variable concerned with social cognition might (Faber et al., 1982). Role taking, or the ability to put oneself mentally in place of another, has been suggested conceptually (Faber, Brown, & McLeod, 1979; Wartella, 1980) and methodologically (Faber et al., 1982) as a developmental concept directly related to children's comprehension of televised material. In addition to investigating the importance of role taking in the comprehension of prosocial televised messages, this study focused on: the perceptions emotionally disturbed children develop from prosocial content, how these perceptions may differ from those of non-emotionally disturbed children, and differences in perceptions within the population of emotionally disturbed children.

Data for the study were collected from 30 children labeled emotionally disturbed and 30 non-emotionally disturbed children ranging in age from 6 years 10 months to 13 years. A story from the Selman Byrnes role taking measure and five questions were read to each child. Following the story, each child was asked to watch a videotaped segment from the *Mork and Mindy* television series and then to respond to questions about the program. This information plus demographic data for each child and the *Walker Problem Behavior Identification Checklist* for the emotionally disturbed group formed the basis for the major analyses of the study.

The canonical correlation analyses yielded strong supporting evidence for role taking as an indicator of comprehension for the non-disturbed group. However, role taking did not appear to be as strong a predictor for the emotionally disturbed group. Results of the discriminant analyses revealed that the disturbed group and the non-disturbed group responded differently to the comprehension measure. Children labeled emotionally disturbed generally performed at a lower level than did their non-disturbed peers. Distinct comprehension differences between groups of emotionally disturbed children were statistically supported.

THE RELATIONSHIP BETWEEN SENSATION-SEEKING AND HORROR MOVIE INTEREST AND ATTENDANCE

Order No. DA8421377

EDWARDS, EMILY D., Ph.D. *The University of Tennessee*, 1984. 134pp. Major Professor: Jack B. Haskins

More than any other movie genre, horror movies have content which is noticeably pessimistic, tension-arousing, fear-inducing, threatening, and unpleasant. Yet, the genre has historically been an important part of the film industry and has consistently boasted commercial success. The purpose of this study was to discover clues behind audience support of this type of film. The Sensation-seeking theory of Marvin Zuckerman was applied as an explanation for

audience interest in horror movies. A sample of Knoxville, Tennessee adults were surveyed in a mail questionnaire, which included measures of horror movie interest, measures of movie-going habits, measures of attitudes toward occult subjects, and Zuckerman's (1979) measure of the Sensation-seeking trait. Findings show that subjects who had a high interest in watching horror movies also scored higher on the sensation-seeking scale. In addition, subjects who indicated a greater preoccupation with thoughts about mortality, a greater belief in spirits and aliens, and were less religiously orthodox also tended to be more interested in watching horror movies. Preoccupation with death, belief in spirits, and belief in aliens were also found to be positively correlated with Sensation-seeking.

EDUCATIONAL RADIO AND RURAL DEVELOPMENT

Order No. DA8502804

EMA, EMA ADAM JOSHUA UDO, Ph.D. *The University of Michigan*, 1984. 256pp. Chairman: Frank E. Beaver

This study is based on the assumption that media, particularly radio, can contribute immensely to rural development even in areas with rough terrains and isolated communities. The Farm Forum is perhaps the most common type of educational broadcasting in developing countries, and is often actively oriented towards national goals of development. The use of communication technologies aimed at providing the rural communities with techniques of crop production and management are of major consideration in this study.

Inadequate definition of "Rural Development" had been a major setback to several rural projects in developing countries. Some have defined it as the establishment of industries, more government agencies, mass education, deurbanization and/or decentralization of national projects. The geography, economy and traditions of any rural community are vital to the success of any development project, but these factors are often left out of the definition.

Pressures from social classes, political and religious groups have resulted in the setting-up of inappropriate priorities, unworkable goals and objectives, corruption and political and economic instabilities. Such conditions are very unfavorable to development projects, as exemplified in this study of UNESCO experiments in Senegal, Tanzania and Ghana.

Inadequate facilities, limited funds, inefficient staff and poor communications systems are major setbacks in any development program. Immense cultural differences and mass illiteracy are hindrances to faster-paced development. Over the years, experience has shown the need for a strong field organization and constant contact between the radio instructors and the forums. Occasional visits, workshops and inter-forum or community projects can provide channels for the contacts. Communities must assume major responsibilities for organizing the forums. The program formats could vary, but depend on the level of literacy or general awareness of the target audience, as well as the program contents.

This study is intended as a case study. It is hoped that through reading these pages, one can extract usable ideas from the experiences of the Senegalese, Tanzanian and Ghanaian experiments, and adapt them to similar situations.

PRISONERS, REPORTERS AND THE MEDIA: THE ROLE OF SPECIAL INTEREST GROUPS IN AGENDA-SETTING

Order No. DA8428243

FARNSWORTH, KENT ALLEN, Ph.D. *The University of Iowa*, 1984. 266pp. Supervisor: Professor Don D. Smith

The mass communication theory commonly referred to as agenda-setting postulates that the general public learn from the mass media which public issues to consider important. Agenda-setting scholars have generally examined this proposition by measuring the amount and type of attention given particular issues by the media, followed by assessments of the salience these issues hold in the public mind.

This study hypothesizes that a portion of the news agenda originates with special interest groups who have become skilled at presenting their causes to reporters and editors in such a manner as to attract media attention. These groups presume that they can influence both an "issues agenda" (the issues presented by the media) and an "attitudes agenda" (the attitudes reflected in that coverage) by properly presenting their cases to reporters. The study hypothesizes, however, that these groups are able to influence the issues agenda, but fail to influence any attitudes agenda which might appear.

Using maximum security prison inmates at the Iowa State Penitentiary as the special interest group, the study assesses the attitudes of this group on penal issues, on prison life and on media coverage of the prison. Using orientation techniques, it then compares these attitudes to those held by Iowa reporters, editors and news directors on the same issues to assess similarity/dissimilarity. Iowa news content is examined to determine how much attention prison issues receive and what attitudes are reflected in prison news.

The study finds that although the attitudes of inmates and reporters are similar on certain human rights issues, they are dissimilar on prison conditions issues. Consistent with the hypothesis, the content analysis reveals that inmates succeed in establishing an "issues" agenda with the media in that prison issues do receive significant coverage, but fail to establish an "attitudes" agenda that is reflected in the content. Instead, the attitudes found in prison news closely parallel those held by the reporters who produce the news.

PREACHERS, PRESS, AND POLITICS: THE MEDIA CAREER OF A CONSERVATIVE SOCIAL MOVEMENT

Order No. DA8422840

FELDS, ECHO ELLIEN, Ph.D. *University of Oregon*, 1984. 41 pp. Adviser: Donald R. Van Houten

This dissertation examines how three New Christian Right organizations were portrayed in major national news media from June, 1979 through September, 1981. A qualitative content analysis was used to develop a set of descriptive categories of coverage in the New York Times, the Washington Post, Time, Newsweek, U.S. News and World Report, CBS, ABC, and NBC. These categories indicate how the movement was both legitimated and delegitimated in that coverage. Comparisons between media type and over time show how themes in New Christian Right coverage developed. Research on journalists' work routines and on news organizations is combined with theories of mass media's relationship to social structure to suggest explanations for the thematic patterns in the coverage.

The movement's leaders and followers were usually delegitimated while the overall political effectiveness of these groups often was portrayed as substantial. Theory-based explanations for this paradox are presented. A functionalist, integrative explanation suggests that the content of the New Christian Right's program violate political and religious norms while the techniques of the movement were consistent with pluralistic politics. A critical, power explanation contends that "pluralism" is a disguise for a "depoliticized" political realm. The New Christian Right had attempted to "repoliticize morality" thus threatening that realm. The movement was depicted as effective on technical grounds, but not generally legitimate in a political culture characterized by the hegemony of non-substantive political discourse.

POPULAR RELIGION AND THE IMPERATIVES OF TELEVISION: A STUDY OF THE ELECTRIC CHURCH

Order No. DA8503891

FRANKL, RAZELLE, Ph.D. *Bryn Mawr College*, 1984. 309pp.

Religious broadcasting by evangelical fundamentalist organizations is not a new phenomenon. What is new, many critics argue, is the size of the commercial investment and the direct political mobilization undertaken by certain prominent members of the so-called "electric church."

To date, scholars have examined several related aspects of the electric church, such as the conflict between American evangelicalism and modernity and the relationship between religious beliefs and political behaviors. There has been no discussion to date regarding an appropriate frame of reference and sociological classification of this phenomenon. Therefore, I discuss and analyze the concept of the electric church as a new social institution, in order to develop a sociological framework for assessing the implications of this progeny of popular religion and television.

This dissertation examines the impact of television on religious messages. It begins by formulating the hypothesis that the electric church is a hybrid institution consisting of structural elements from its two forebears—urban revivalism and the medium of television. It examines the growth, and formulates an ideal type, of urban revivalism (Chapter 2), and it details the imperatives of television as an institution (Chapter 3).

In order to characterize this new institution, a content analysis was prepared and carried out (Chapter 4) on a sample of 48 programs of representative leaders of the electric church—Oral Roberts, Robert Schuller, Rex Humbard, Jimmy Swaggart, Jerry Falwell, James Robison, Jim Bakker, and Pat Robertson. This content analysis reveals significant changes in the electric church's program messages and persuasive appeals (Chapter 5) when compared with those of urban revivalism. Furthermore, the analysis documents the electric church's transformation of the traditional ritual of fundraising (Chapter 6).

This study concludes (Chapter 7) by highlighting the salient issues raised by its analysis of this new institution.

COMMUNICATION AND CULTURE: A Q-METHODOLOGICAL STUDY OF PSYCHO-SOCIAL MEANINGS FROM

PHOTOGRAPHS IN TIME MAGAZINE Order No. DA8428245

GOLDMAN, IRVIN, Ph.D. *The University of Iowa*, 1984. 335pp. Co-Supervisors: Professor William Stephenson, Professor Albert D. Taiboff

In keeping with the theoretical and methodological subjective science principles as articulated by Stephenson's Q methodology, this dissertation posits an empirical humanistically oriented approach to the study of communication and culture. Cultural understandings were arrived at in light of inherent factor structure created by the individual himself, rather than on categorical, logical explanatory grounds. Unlike the objective mode in communication research which deals with the products explicitly produced by and delivered over the mass media, this study attended to the implicit, rich underlying subjectivity and the creative nexus of excess meanings reached in relation to self-reference, feelings, and known laws.

The impetus for this study came by way of historian Christopher Lasch who argues that the changed relationship between private and public spheres has fostered the development of a narcissistic character structure in American culture. Moreover, the historical decline of the family, bureaucratization of the private sphere, and a therapeutic sensibility has eroded the competence of the ordinary person and subsequently this has weakened the self.

With Lasch's thesis in place as abductory, the discourse was placed directly into the mass media via Time magazine. A Q-sample of sixty photographs was selected, and ten individuals Q-sorted those items under eight experimentally induced conditions of instruction, which were as follows: important now, upbringing, ideals, personal problems, real issues, common conversation, class conscious, and self. By way of Q-technique, factor theory, and the methodology of the single case, lawful possibilities were expected to mediate.

The initial findings suggested that public matters are worked out in personal terms, rather than impersonal codes of meaning. Moreover, the dynamic operant factor structure across cases pointed to Lasch's narcissistic culture, but on grounds other than he anticipated. In eight of the cases studied the self-confirmatory communication behavior was problematic and maintained with varying degrees of difficulty. To qualify the initial findings, an intensive comparative interpretation of two cases was undertaken with one of the cases demonstrating a more self-detached, publicly oriented self, while the other individual displayed a marked amount of self-absorbed communication behavior.

MAKING MEDIA FIT: SHORT-TERM ADJUSTMENT TO A NEW COMMUNICATIONS TECHNOLOGY IN A WEST JAVANESE VILLAGE

Order No. DA8422911

HOLAJAY, DUNCAN ALAN, Ph.D. *University of Pennsylvania*, 1984. 312pp. Supervisor: Ray L. Birdwhistell

This case study examines the process of introducing filmmaking technology to a West Javanese village. It is asked how this new communications technology was made to fit the existing social system in the village, not how it might have changed that system. The focus is

thus on adjustment to the new technology rather than effects resulting from its use. Adjustment refers to constraints imposed on the operation and use of the technology and on the situations in which it is used. The method of investigation is participant intervention--studying the introduction of something new while in the process of introducing it. Observation is at the microcultural level, focusing on events surrounding the initial contact with filmmaking equipment. Interpretation of the data is concerned with the problem of how patterns were set for the continuing use of the technology--the problem of "calibration." It is concluded that through a series of microcultural events, the use of filmmaking technology was made to fit ongoing political and economic activity in the village.

The report includes (1) a review of other cases of initial contact with communications technology, (2) a history of the study village and description of current institutional arrangements, (3) a background of research activity at the University of Indonesia leading to the entrance of filmmaking equipment into the study village, (4) a description of events during the initial 16-hour period when filmmaking equipment was introduced, (5) a transcript of selected portions of the camera lesson, and (6) an interpretation of activity during the camera lesson in terms of the concept of calibration. It is suggested in the conclusion that the approach which stresses adjustment provides a broader observational field for studies of the diffusion of communications technology, and that this approach may be usefully combined with longitudinal studies which stress media effects.

BROADCAST ADVERTISING SALES EDUCATION: A COMPARISON OF PERSPECTIVES OF BROADCAST MANAGERS AND BROADCAST EDUCATORS IN THE SOUTH-CENTRAL REGION OF THE UNITED STATES

Order No. DA8501501

Hoskins, William Dale, Ph.D. North Texas State University, 1984. 156pp.

The purpose of this study is to identify and compare the skills and knowledge areas that are valuable for success in broadcast advertising sales from the perspectives of broadcast managers and broadcast educators and to identify and compare to what degree recent graduates of broadcast-communication, business, and other majors perform or exhibit these skills and knowledge areas as perceived by selected broadcast managers and broadcast educators. The opinions of the broadcast managers and broadcast educators were determined from responses to a questionnaire of fifty-six items. The questionnaires were distributed to the chairs of the departments or a sales representative for broadcast curricula at forty-two four-year universities as listed by the 1983 *Broadcasting-Cablecasting Yearbook* [Sol Taishoff, editor, Washington, *Broadcasting Magazine*] as carrying degrees in broadcasting, and 126 broadcast managers who were randomly selected from the broadcast markets in which the forty-two educational institutions are located. The response rate was 84 per cent from broadcast educators and 51 per cent from broadcast managers.

Based upon data analysis using analysis of variance, Tukey tests for pairwise comparisons, and independent t tests, the following conclusions were drawn. (1) Of the twenty-three skills and knowledge areas perceived as valuable to success in broadcast advertising sales, skills in interpersonal communication are most important. (2) There is a high degree of agreement between broadcast managers and broadcast educators as to the skills and areas of knowledge that are valuable for success in broadcast advertising sales. (3) Broadcast managers and educators are in general agreement as to the effectiveness of broadcast-communication education in preparing students for success in broadcast advertising sales although broadcast educators may be overly enthusiastic in their appraisal of the effectiveness of this degree.

CHILDREN'S UNDERSTANDING OF TELEVISION ADVERTISING: THE IMPACT OF HOST-SELLING

Kunkel, Dale Lyman, Ph.D. University of Southern California, 1984. Chairman: Professor Aimee Dox

This study explores children's understanding of television advertising when the advertising content features the same primary characters as those in the adjacent program content. This type of advertising is referred to as host-selling. The impact of the host-selling format is examined by comparing children's responses to the same commercials presented in both a host-selling and normal viewing (non-host-selling) format. Three dimensions of children's processing of television advertising which could be affected by the practice of host-selling are assessed: ability to discriminate commercial from program content; ability to attribute persuasive intent to a commercial; and attitudinal response to commercial appeals. The role of developmental differences in all three of these areas is also examined by comparing children of two age groups who, on the basis of differences in their general cognitive abilities, can be expected to process this type of advertising differentially. The groups of children compared were younger children aged 4-5 years and older children aged 7-8 years.

Results indicated that both age groups were significantly less likely to discriminate commercial from program content in the host-selling than in the non-host-selling condition. No impact of the host-selling format was observed on children's ability to attribute persuasive intent to commercials for either age group. A significant interaction was observed on children's attitudinal response to commercial appeals. The older children demonstrated a significantly more positive attitude toward the advertised product in the host-selling than in the non-host-selling condition; the younger children responded in a consistently positive fashion across the two treatments on the attitudinal measures. Significant age differences unrelated to the host-selling treatment were also observed. The older children's ability to discriminate a commercial from program content and to attribute persuasive intent to the commercial content were both found to be significantly greater than that of the younger group. Implications of the results are discussed.

(Copies available exclusively from Micrographics Department, Doheny Library, USC, Los Angeles, CA 90089.)

MASS MEDIA AND POLITICAL SOCIALIZATION OF IMMIGRANTS

Order No. DA8426260

Lee, Dongshin, Ph.D. The University of Iowa, 1984. 185pp. Supervisor: Professor Don Smith

This study examines the role of the mass media in the political socialization of immigrants to the U.S. More specifically, this study develops a model for the impact of the mass media on the (1) political knowledge gain and (2) democratic orientation (support for democracy) of these immigrants.

A path model examines the mass media impact on the political socialization of immigrants. In this model, it is postulated that four antecedent variables (pre-immigration education, socioeconomic status, language fluency and political interest) affect two mass media use variables (ethnic media use, media intended for an immigrant community, and host media use, media intended for general population) and that the mass media use variables in turn influence the political socialization (political knowledge gain and democratic orientation) of immigrants.

Major findings include: (1) Generally, the direct effects of antecedent variables on political socialization were much greater than their indirect effects via the mass media. (2) Among the major variables for this study, socioeconomic status had the greatest direct influence on the political knowledge gain of immigrants. (3) Among the variables for this study, language fluency had the strongest influence on ethnic media use and host media use, while it had the second strongest influence on political knowledge gain. (4) Political interest was the only variable that did not have any significant direct effect on political knowledge gain and democratic orientation. (5) Ethnic media use did not influence political knowledge gain or democratic orientation significantly in either direction. (6) Host media use directly and positively influenced political knowledge gain, but did not affect democratic orientation. (7) Among mass media, host television had the greatest effect on political knowledge gain of immigrants.

AGELESS PROSE: A STUDY OF THE MEDIA PROJECTED IMAGES OF AGING AS REFLECTED IN CONTENT ANALYSIS OF MAGAZINES FOR OLDER PERSONS

Order No. DA8423063

LOETTERLE, BRIDGET CATHERINE, Ph.D. *City University of New York*, 1984. 320pp. Adviser: Professor Charles Winick

This research is a study of the most salient continuities and changes in the way in which contemporary senior citizens are socialized and depicted through the mass communications media, specifically in two well established and widely circulated magazines for older persons--*Modern Maturity*, and *50 Plus* (formerly *Harvest Years*, and *Retirement Living*). This content analysis of specialty magazines consisted of the following twelve categories, (and 137 subcategories). They are: Leisure Time; Realities of Aging; Retirement; Value Orientation, Religion and Spirituality; Daily Living, Health, Economics, Residential Patterns, Part time Work, Second Careers, and Volunteer Activity; Family, and Coping Mechanisms. The content of these magazines was analyzed using the twelve categories over a twenty year time period, and the sampling covered three different time points in each of these two specialty magazines for elderly audiences. Tabulation of the frequency of appearance of various category and subcategory items indicated the editorial impact and socialization of the readers in the identified areas within this research study. These magazines are addressing the healthy aged who show no visible signs of aging until seventy-five years of age; and encouraging their readers into positive norms of aging; and reinforcing that "age is a victory, not a defeat," using the words of Ethel Percy Andrus, founder of *Modern Maturity* in 1958. The mature market was reviewed by analyzing the advertisements in the later issues of these magazines in order to determine the impact which the graying of America has had on the economic market, which traditionally has been concerned with the 18-49 age group. Determination was made of the attributes of the healthy and happy aged using surveys conducted by National Opinion Research Center (NORC). This study made it possible to tabulate both continuities and changes in the editorial direction of these magazines; the data revealed more continuity over time. These magazines have taken on quite a heroic task to socialize the elderly and counter the forces of our ageist society, and enable readers to see this time of their life as a period of growth and fulfillment.

AN EXPLORATORY STUDY OF PRE-SCHOOL AND ELEMENTARY SCHOOL CHILDREN'S PERCEPTIONS OF TELEVISION COMMERCIALS

Order No. DA8422812

LONG, JILL LYNETTE, Ph.D. *Indiana University*, 1984. 100pp.

This study was conducted to obtain information on children's perceptions of television commercials. Forty-eight subjects ranging from pre-school through sixth grade and from four years through eleven years were selected as subjects. Each child was shown each of three different videotaped commercials spliced with programming. Immediately after viewing each segment, the subject was interviewed by an interviewer who had been trained by the researcher. The interviews were unstructured and included questions and probing techniques that were developed to elicit responses reflecting the children's perceptions, without introducing biases. The interviews were tape-recorded and later transcribed. These transcripts were content analyzed and the data generated by this process were compared across grade/age levels of the children. Additionally, they were compared to adults' perceptions of the same videotapes.

Perceptions varied across grade/age levels and the differences in levels of perceptions were significant. Generally speaking, the complexity and accuracy of the perceptions increased with grade/age level. The younger children's perceptions were overly simplistic and inaccurate, relative to adults' perceptions.

As grade/age level increased, the complexity and accuracy increased such that those in the upper levels recognized the real differences between programming and commercials and were able to correctly identify the products advertised and the action in the commercials. The younger subjects did not exhibit an understanding of the real differences between programming and commercials; in other words, they often failed to recognize the selling and informational intents. Additionally, they often incorrectly identified the products advertised and the action in the commercials.

AN INVESTIGATION OF THE INTERRELATIONSHIPS BETWEEN PRODUCT INVOLVEMENT, ADVERTISEMENT CONTENT AND INFORMATION PROCESSING STYLES

Order No. DA8421758

LYNCH, JAMES MICHAEL, Ph.D. *The University of Texas at Austin*, 1984. 296pp. Supervising Professor: David L. Huff

This study used conjugate lateral eye movements to infer which brain hemisphere dominated in the processing of a forced choice between a brand advertised with an entirely verbal advertisement and a brand advertised with a picture advertisement. Conjugate lateral eye movements were also used to classify subjects according to their general hemispheric preference or dominance. It was anticipated that left-dominant subjects would left process their brand choices and that they would tend to select the verbally advertised brands. Likewise, it was anticipated that right-dominant subjects would right process their brand choices and that they would tend to select the pictorially advertised brands. In addition, it was expected that "high-involvement" products would be associated with left processing and with the choice of verbally advertised brands and that "low-involvement" products would be associated with right processing and with the choice of pictorially advertised brands.

Subjects were presented with four forced-choice situations. Each situation involved a selection between two brands, one advertised with only words and one advertised with only a picture. Each advertisement contained both a rational and an emotional appeal. This procedure produced a choice measure for each product type plus two eye movement measures in response to two reflective questions about each choice.

The results indicated that left-dominant subjects were more likely to choose process left than right and that right-dominant subjects were more likely to choose process right than left. The degree of association was not as strong as expected; however, suggesting inherent differences between the widely used classification technique which was employed and the marketing-oriented, forced-choice test situation. Both the left-dominant and the right-dominant subjects tended to select the pictorially advertised brands, although the right-dominant subjects were significantly more likely to do so. For product involvement, no significant relationships were identified with regard to either processing mode or brand selection.

THE GLOBAL POLITICS OF COMMUNICATIONS SATELLITES: ACCESS TO THE GEOSTATIONARY ORBIT AND RADIO SPECTRUM RESOURCES

Order No. DA8428622

MARTINEZ, LARRY FRANK, Ph.D. *University of California, Santa Barbara*, 1984. 487pp.

Satellites are increasingly important means for communication information. They derive their information-relaying capabilities through the use of two outer space resources, the geostationary orbit and the radio spectrum. This is a study of the cooperation, competition, and conflict between nations over access to the orbit/spectrum resources for satellite communications.

The ability to create, store, process, and communicate information is an increasingly important component of a nation's economic, military, and societal competence to exist in a competitive international system. Consequently, as highly efficient disseminators of information, communications satellites are important factors of national power. The politicization of the International Telecommunication Union (ITU), the organization charged with allocating and managing the orbit/spectrum resources, stems from a widespread perception that present use of satellite communications and the orbit/spectrum resources widens the "gap" between the Highly Developed Countries (HDCs) and the Less-Developed Countries (LDCs). Within an international negotiating climate characterized by the call for a New World Information Order, the asymmetrically distributed ability to use satellite communications translates to a heightening controversy over access to the orbit/spectrum resources.

The controversy centers on how to allocate and manage the orbit/spectrum resources so that all nations will enjoy future "equitable access guaranteed in practice." LDCs claim that equitable access is best achieved through a more rigid planning method that reserves on an *a priori* basis portions of the orbit/spectrum resources for their use. HDCs favor a more flexible management regime that can accommodate evolving technologies and service requirements. This is the setting as nations prepare for the ITU's 1985/86 World Administrative Radio Conferences (Space WARC) which will decide how the orbit/spectrum resources will be allocated and managed.

THE IMPACT OF ADVERTISING ON THE LESS DEVELOPED COUNTRIES: SOME EMPIRICAL EVIDENCE

Order No. DA8503083

MEZIOU, FEKRI, Ph.D. *University of Minnesota*, 1984. 146pp.

The impact of promoting a consumerist society through advertising on the economic, social and political life of the developing nations has gained in recent years some attention among developmentalists searching for causes of underdevelopment.

There are basically two schools of thought on the subject. Proponents of capitalist-industrial models of economic development argue that high mass consumption is necessary to stimulate production, attract capital and create employment. Thus the promotion of goods and services in the mass media will help increase aspirations for consumption of products and build support for an urban-industrial model of economic development. An opposed school of thought led primarily by dependency theorists argues that the promotion of a consumerist society in the developing nations is detrimental to the socio-economic and political stability of these nations.

A major limitation of these opposed schools of thought in their explanation of the implications of the promotion of consumer goods in underdeveloped countries is that they fail in many cases to support their claims with hard evidence.

The research reported in this thesis studies the relationship of advertising to the economic, social and political life of the developing nations. The independent variable studied is per capita advertising expenditures. The dependent variables studied include: economic advancement, economic dependence, investment in social services, and political instability.

The results indicate that there is no relationship between the level of advertising expenditures in a developing country and the degree of economic advancement, political instability and economic dependence of this country. However, the findings reveal a very strong positive correlation between the level of advertising expenditures in a developing nation and the performance of this nation in fulfilling the basic social needs of its citizens.

It is concluded that advertising should not be viewed as a direct cause of underdevelopment. Rather, it is a naturally occurring economic and social phenomenon in nations that have reached a certain level of socio-economic advancement and that have chosen to encourage private enterprises.

CARL MCINTIRE: THE EARLY RADIO YEARS (1932 TO 1955)

Order No. DA8428391

MULHOLLAND, ROBERT JOSEPH, Ph.D. *Bowling Green State University*, 1984. 260pp.

This study described Carl McIntire's use of radio and his relationships and problems with local stations, networks, and government agencies during the years 1932-1955. This was accomplished through the examination of primary sources including those in McIntire's radio files in Collingswood, New Jersey.

McIntire started broadcasting his Sunday evening religious services from his church in Collingswood, N.J., in 1935, over WPEN, Philadelphia. He would continue until 1945. McIntire's Sunday morning religious services were broadcast over WCAM, Camden, N.J., starting in 1938 and continuing until 1949. He was removed from both stations when the selling of radio time for religion was discontinued. His removal resulted in complaints to the FCC and in court action. McIntire attempted, starting in 1942, to obtain free religious time on the networks NBC Blue, NBC Red, CBS, and Mutual, for the American Council of Churches. His actions were met with conflicts and limited success.

Conclusions. (1) McIntire has been using radio for over 50 years and his place in the history of religious radio has been overlooked. (2) McIntire's concept of freedom of speech for radio, limited only by existing libel laws and which would lead him to conflicts with the FCC and the courts, in regard to the Fairness Doctrine in the 1960's and 1970's, had its beginnings in the 1930's on WPEN, Philadelphia. (3) McIntire had been a controversial figure on radio and used his sermons on radio as an advocacy to present his views on local and national issues before the start of "The Twentieth Century Reformation Hour" in 1955. (4) The idea of McIntire purchasing radio time aside from his regular Sunday services, which would have its culmination in 1955 with the start of "The Twentieth Century Reformation Hour," had its roots in the 1940's in local political and religious battles.

A STUDY OF FACTORS RELATED TO THE USE OF MOTION PICTURE FILMS BY PUBLIC SCHOOL TEACHERS

Order No. DA8425332

NERDEN, JOSEPH TAFT, Ph.D. *Yale University*, 1953. 371pp.

This study was concentrated on 24 school districts in Connecticut which, on the basis of a short questionnaire to public school principals, appeared to have the basic essentials for conducting classroom motion picture programs. These essentials include adequate motion picture projectors, a coordinator of audio-visual education in each school, adequate funds for the purchase of films and favorable attitudes on the part of supervisors and administrators.

Questionnaires were mailed to all public school teachers in the 24 towns. Approximately 39% responded with usable replies. On the basis of answers to two key questions, teachers were divided into non-users (22%), moderate users (36%), and users (39%). Answers to all of the remaining questions were tabulated in these three groups.

Results. The questionnaires of the film-users showed greater proportional frequency of film use than those of the non-users in respect to such items as: familiarity with available films and film catalogues, number of films previewed for showing, number of times disappointed when film was not available, used greater numbers of filmstrips, saw more films in the school auditorium, used more films passed along to them by other teachers, reported more help from the school audio-visual coordinator and the school system audio-visual director, had access to an educational film library in the town, were able to darken the classrooms, reported availability of a projector when needed, and reported the greatest number of factors which tend to encourage classroom use of motion pictures and the fewest factors which tend to hinder them.

A greater proportion of film-users than non-users were graduates from teachers colleges and had participated a number of times in audio-visual workshop sessions.

The study reveals that more motion pictures are used by kindergarten and grade school teachers than by junior and senior high school teachers. In grades 7-12, film-users were concentrated among teachers of social studies and science.

A number of teachers and their principals were selected for personal interviews, in order to further determine why teachers working in similar environments differed in the extent to which they used motion picture films in classrooms. From the interviews, it appeared that film-users were highly cooperative teachers who were inclined to assume additional responsibilities both in the school and in the community. Further, film-users appeared to be the teachers who conducted student-centered classrooms, were accustomed to using all kinds of learning resources, and who tended to be the leaders rather than the followers.

**A STATUS STUDY SURVEY OF POSTSECONDARY
CONSORTIA IN THE UNITED STATES IN 1982, INVOLVED
IN THE OFF-CAMPUS DISTRIBUTION OF EDUCATIONAL
MATERIAL VIA TELEVISION** Order No. DA8428672

NEMEYER, DANIEL CHARLES, PH.D. *University of Colorado at Boulder*,
1984. 196pp. Director: Professor Robert E. deKistler

There is a great deal of activity in the area of televised instruction at the postsecondary level. Several demographic, social, economic and technological developments have occurred in the past few years that have contributed to a new awareness of the role of educational technology in the distribution of postsecondary educational materials to students off campus. Hundreds of colleges and universities have formed consortia to deal with this developing electronic technology, and hundred more are seeking a model to follow.

This survey of postsecondary consortia in the United States involved in the off-campus distribution of educational materials via television was conducted in two phases.

Phase one involved locating the consortia throughout the United States and obtaining accurate, precise information on the name and location of each consortium.

Phase two involved questioning these consortia for the purpose of obtaining baseline data concerning their size, organizational structure, mission, technology, funding and budget. Current enrollment and recent growth were analyzed by relationship with year established, coverage area, range of services, and sources of funding, full-time administrator and type of membership.

The study located 71 active consortia in the United States, offering more than 2,000 courses to more than 100,000 students in 1982.

Significant positive associations were found between "large current enrollment" and "wide coverage area," between "large current enrollment" and "wide range of services available," between "recent growth" and "wide coverage area," between "recent growth" and "wide range of services available" and between "recent growth" and "funding from an outside source."

**VERBAL FEEDBACK AND THE ACQUISITION OF
INFORMATION FROM INSTRUCTIONAL FILMS**

Order No. DA8503846

NOVAK, GLENN DAVID, Ed.D. *Northern Illinois University*, 1984. 194pp.

Research regarding the effect of positive and negative feedback upon learning has had conflicting results. In some contexts, praise has been found to be a facilitator of learning; in other situations, reproof has been equally or more effective. To date, no research has been conducted which studies the relationship between oral feedback from an instructor and the subsequent acquisition of information from instructional films. The research problem in this study was to determine if such a relationship did exist and, secondarily, to determine if subjects differing in anxiety level acquired significantly different amounts of information from films.

The subjects for the study were 290 undergraduate college students from 12 intact classrooms. Each student completed a short anxiety questionnaire that yielded a numerical index of general anxiety. Subjects then viewed one of two short instructional films on motion picture aesthetics. Immediately following, a 20-item objective test over the film was given. Two days later, feedback treatment of an artificial nature was administered by the researcher in the form of oral praise, oral reproof, or no feedback. Praised subjects were told that they had done extremely well on the first test. Reproved subjects were told that they had done quite poorly. Control groups received no feedback. Immediately after the feedback, subjects saw the second film and took another short objective test over it.

Statistical analysis of the data revealed a significant difference in the post-test means between the praised and control groups, with the praised group scoring higher. Reproved subjects scored intermediately. Subjects rated low in anxiety scored higher than those rated high in anxiety. No interaction emerged between feedback treatment and anxiety.

Verbal feedback from an instructor has an influence upon learning in the college classroom. This study demonstrates the nature of this influence on the acquisition of specific information from instructional films. Educators who use films in the classroom should be aware of the possible impact of their comments upon subsequent learning from those films. The conscious application of positive feedback and the reduction of anxiety in the classroom are instructional strategies for enhancing learning from films.

**MASS COMMUNICATION FOR NATIONAL DEVELOPMENT IN
NIGERIA: ANALYSIS OF CONTENT AND STRUCTURE**

Order No. DA8428119

OSOTETTE, BASSEY E., Ph.D. *Howard University*, 1984. 326pp.

This study hinges on the concerns that the Nigerian press ought to participate fully in the processes of its nation's development by providing information designed to enhance mutual trust among ethnic groups and ultimately to promote national integration in the country. Theories of mass media and national development, the study posits, should set a framework for the identification of basic human needs, and the direction of mediated communication that could encourage the satisfaction of such needs at all levels of development.

As a centerpiece in a continuing search for appropriate roles of the press in development, the study rests on the author's proposition that unless Nigeria uses its media to raise national consciousness by placing emphasis on the human aspects of development, it may not be able to develop much else--politically and economically.

The study argues that the eurocentric concepts of development and the paradigms often associated with development communication are no more than a set of values drawn from the universalistic slogans of "free enterprise" and that these concepts and paradigms can neither measure the performance, nor prescribe the proper roles of the press in a developing nation like Nigeria.

To stir up any observable changes in the effort of the press to create a community of shared interest--a process of social integration, the study conceptualized the term "development" in the light of Nigerian experience and developed some communication indicators that touch upon the basic human needs of the Nigerian people, including those living in the rural areas, and that are useful in gauging the effort of the press to promote national integration.

Through Content Analysis Method, the development news carried by the sampled newspapers was examined quantitatively to determine the degree to which the press participated in the process of integration. By this index, the quantity of development information was significantly low. The study finds the Nigerian media rather parochial in content and sectional in outlook implying that the process of integration is yet to begin in Nigeria.

**TERRORISM AND THE MEDIA: A RHETORICAL CRITICAL
ANALYSIS OF THE "CRISIS IN IRAN"**

Order No. DA8503069

PALMERTON, PATRICIA RUBY, Ph.D. *University of Minnesota*, 1984. 318pp.

Taking the position that the rhetoric of terrorism is in large part created by those responding to it, the author of this study analyzed television news coverage as one such response. Specifically, this study examined television news coverage provided by ABC and CBS News pertaining to the taking of American hostages in Iran in November of 1979, utilizing a rhetorical critical perspective and methodology. Results indicated that the coverage provided by these two networks differs in emphasis and development, yet the perspectives put forward are complementary. CBS focused attention upon determining cause for these events, placing causation predominantly within the United States. Concern over causation and control developed into assessments of effectiveness of the U.S. Administration. In CBS coverage, control in Iran remains clouded, yet Administration actions appear to be merely reactive to controlling Iranian forces. Lack of control is placed in implicit contrast to the possibility of effective action through military intervention. ABC News portrayed events as primarily caused by situational factors in Iran, with the U.S. Administration appearing to act responsibly in the face of uncontrolled forces. ABC shows a confused picture, and appears to embark upon an effort to find the assumed order in the situation. In ABC's depiction are many contradictory themes, reinforcing the sense of confusion. The lack of order inherent in the confusion reinforces the search for a way to regain order, and once again military action appears as a feasible alternative because of its symbolic, rhetorical value. Both CBS and ABC portrayals are consistent with terrorist rhetorical strategies: to cause a reinterpretation and a questioning of the established order, and to enhance the possibility of institutional overreaction.

CABLE TELEVISION AND THE FIRST AMENDMENT

Order No. DA8501884

PARSONS, PATRICK ROBERT, Ph.D. *University of Minnesota*, 1984. 366pp.

This study considers the history of legislative and judicial decision-making with respect to cable television and the First Amendment, examines the various models of First Amendment rights that have been proposed for the medium, and finally recommends a Full-Protection Model that provides an equitable balance between the rights of the cable operator and those of the community.

The first part of the study briefly traces the development of cable television and cable television regulation. It examines F.C.C. and congressional consideration of First Amendment issues in the regulation of cable TV. A detailed analysis of federal court decisions concerning the First Amendment status of cable follows. The analysis suggests that in the Congress and in the courts, an early, unified perception of cable as a non-medium provided justification for strong regulation. Subsequent deterioration of that perception has led to a growing concern about cable's First Amendment status, but no single model of constitutional rights has been uniformly accepted.

The second part of the study outlines a theoretical yardstick for the measurement of cable rights models. The yardstick requires a balancing between the expressive rights of the individual and the collective right to open marketplace of ideas. The principal models of cable rights--the Print Model, the Broadcast Model, the Public Utility Model and the Public Forum Model--are then considered and found incapable of the necessary balancing of rights. Finally, a Full-Protection Model is proposed that would provide for such balancing by permitting limited state control over cable based on the medium's unique physical and economic characteristics.

AN EXPERIMENTAL INVESTIGATION OF THE RELATIONSHIP OF SOME MESSAGE AND RECEIVER CHARACTERISTICS ON COMMUNICATION SUCCESS

Order No. DA8421246

PITTA, DENNIS ANTHONY, Ph.D. *University of Maryland*, 1983. 242pp. Supervisor: Gary T. Ford

This dissertation was designed to explore the advertising effects engendered by some message and receiver characteristics in radio advertising and their impact on communication success. The dissertation employed a 2 x 3! experimental design in which two independent variables, message type (assertion versus implication) and repetition (1 versus 2 versus 4 exposures of a message) were varied while two covariates, the receiver's cognitive style and involvement with the advertised product category were assessed post hoc. The dependent variables used in the study comprised a range of cognitive effects thought to result from exposure to advertising: aided recall, unaided recall, and three types of beliefs, verbatim, conceptual and inferential beliefs.

This dissertation investigates mass communication success, an area of interest for both the Federal Trade Commission and advertising practitioners. Furthermore, the dissertation resolves, conceptually, the differences between two positions in the marketing literature, advertising misleadingness and advertising success, and in so doing, provides a more universal perspective than either of them.

This dissertation begins with an analysis of unsuccessful mass communication and the importance of studying its causes. It also highlights needed research in the area which justify investigating the research variables.

The experiment consisted of several stages. The first stage, the pilot stage, involved refinement of the advertising stimuli, procedures, and materials. The second stage involved collecting data on the two covariates: cognitive style and product involvement. The third stage consisted of exposing 148 male and female subjects to the experimental treatment.

Twenty research hypotheses were tested using multiple regression, multivariate multiple regression and between variables t-tests. Results of the analysis supported several hypothesized effects of the independent variables and covariates. Repetition appeared to have a significant effect on subject aided recall and unaided recall. With regard to the belief measures, repetition had a significant relationship to verbatim and conceptual beliefs. Involvement showed no significant relationships to the dependent variables. Cognitive style had a significant effect on conceptual beliefs.

Several relationships among the dependent variables were also investigated. It was found that both conceptual and inferential beliefs were related but that they were unrelated to verbatim beliefs.

STAR DISCOURSE AND TELEVISION: A CRITICAL APPROACH

Order No. DA8421789

REEVES, JIMMIE LYNN, Ph.D. *The University of Texas at Austin*, 1984. 251pp. Supervising Professor: Horace Newcomb

The first section of the dissertation addresses critical issues surrounding star studies and television. Adopting a cultural view of communication, stardom is treated as a complex phenomenon with institutional, textual and social dimensions. A critical framework is then proposed that includes a functional definition for stardom and a star taxonomy. Blending the theoretical work of Richard Dyer with the sociological semiotics of V. N. Volosinov and M. M. Bakhtin, the star is defined as the mediated human discourse of an individualized social type--and as such the star represents a strategic socio-ideological worldview. Television's role as our culture's central processor of social reality is also discussed, and the television medium is conceived of as a vast signifying domain in which a number of signifying arenas both intersect and interact. A taxonomy is then developed that suggests the following categories for television's diverse population of star figures: star presenters, star personalities, star performers, star characters and star constellations.

In the second section, this framework is demonstrated with star discourse analysis of prominent figures from television's prime signifying arenas. For example, in this section Walter Cronkite, Johnny Carson and Archie Bunker are treated as canonized stars of long-range relevance. Other star figures subjected to in-depth analysis include David Letterman, Muhammad Ali, Howard Cosell and Mr. T. Finally, in the closing chapter, an agenda to guide star studies is suggested.

A CONTENT ANALYSIS OF EBONY'S AND LIFE'S 1955-1965 REPORTING ON BLACK CIVIL RIGHTS MOVEMENT ISSUES

Order No. DA8424767

SABLER, VALERIE STEPHANIE, Ph.D. *Ohio University*, 1984. 96pp. Director of Dissertation: Dr. Guido H. Stempel III

This analytical content analysis discusses the contributions of the coverage of civil rights issues between 1955 and 1965 to the respective success and failure of *Ebony* and *Life*, two general interest picture magazines.

News-picture articles are the basic unit of analysis for the study. The coding procedure is the placement of content into predetermined categories: Event Coverage Picture Stories, Feature Picture Stories, Portraits, Environmental Portraits, Confrontation Picture Stories, and Aftermath Picture Stories. If pictures were mentioned in the "Letters to the Editor" column they were coded as to whether the writers of the letters were for or against civil rights movement issues presented in the magazines.

Evidence showed that *Life* contained more pictorial coverage of civil rights events than *Ebony*. This appeared to be due to the fact that *Life* was a weekly and it increased its proportion of coverage. *Life* also carried a higher proportion of pictures with violence against civil rights demonstrators than *Ebony*. *Ebony* had a higher proportion of pro civil rights issues in the "Letters to the Editor" columns than *Life*. The Event Coverage Picture Category and the Feature Picture Story Category contained more picture stories than the Portrait Category in both magazines.

The proportion of Confrontation and Aftermath Picture Stories in *Life* did prove to be higher than those in the Environmental Portrait Category. In contrast, the proportion of the Confrontation Picture Story Category and the Environmental Portrait Category in *Ebony* was slightly higher than those in the Aftermath Picture Story Category.

MASS MEDIA AND DEVELOPMENT IN SUDAN

Order No. DA8419674

SID AHMED, ABU BAKR AWAD, Ph.D. *The Pennsylvania State University*, 1984. 244pp. Adviser: Thomas W. Benson

The purpose of this thesis is to examine mass media and development in the Sudan. There is a general consensus that mass media are important in developing countries. This dissertation is a new case study which attempts to analyse the history and development of mass media in modern Sudan. It reflects a general overview in using media for change and in the service of

modernization and progress. It questions the reciprocal relationship between media and society, the function and goals of the role of the media in development. It suggests a new IGRA "Richts" model of development based on education and religion with socioeconomic issues of democratization and participation. A support for the model is found, and a reconceptualization of the change process is proposed. We argue that change is a perception that starts within the individual.

The central focus of this study is the contemporary development of mass media in the Democratic Republic of the Sudan. Several connecting theories have been put forth to explain the pattern of development. Assumptions established about mass media were: (1) people look at mass media for messages that can transform their lives and (2) mass media serves as an agent of reinforcement rather than an agent of change.

Historical development is reviewed, the present situation is summarized, and implementations and observations regarding future developments are made. The study confirms among other things, the use of broadcasting effectively in education and advances a proposal for the Open University in Sudan.

The study seeks to build upon what is known about the role of communication in economic and social development in the developing countries. It also introduces theories of development and then proceeds to a description of newspapers, periodicals, films, radio, television, news agencies, satellites, imported material and media content of state controlled media that was virtually complete.

Since September 28, 1983 (21st of Dhu Al Hijjah 1403 AD), Islamization and development of other cultural policies were announced by President Numeiri of Sudan to promote national identity. The new laws establish security and justice in all their dimensions, by choosing to make it their special purpose to help find ways out of poverty to a decent life through co-operation and insurance of a developmental society. The media can be effective in creating awareness, interest and favorable attitudes by their immense power to attract and hold the attention of millions of people about the Islamic da'wah and recent Shariah enactments in the country.

It is hoped that this study will open avenues for further research which will eventually lead to more access to knowledge in development of human nature, participating in building the Sudanese nation.

A MODEL FOR DEVELOPMENT OF A TELECOMMUNICATIONS SATELLITE NETWORK FOR ADMINISTRATIVE, EDUCATIONAL AND OTHER PURPOSES IN A PRIVATE ORGANIZATION

Order No. DA8429888

STIELE, ALLEN RICHARD, Ed.D. *Andrews University*, 1984. 127pp.
Chairman: Edward A. Streeter

Problem. While large organizations such as federal and state governments and large commercial corporations have expended their resources to take advantage of communication satellites, private organizations with more modest means have not been provided with a plan for utilization of this new technology. The purpose of this study was to design a model for development of a telecommunications network which private organizations could use to create their own telecommunications satellite networks.

Literature was reviewed to provide a perspective of the history and development of satellite technology. Two telecommunication networks already in operation by private organizations were visited and a report about these networks provided concrete aspects of interconnect systems.

A model for the development of a satellite network was then recommended with specific notes on potential areas of operation and administration. The model was validated by a jury, a panel of experts in the field of satellite communications, who provided comments with their evaluations.

Conclusion. Telecommunication satellite networks were shown to be successfully operated in two private organizations and are known to be in a developmental stage at others. A simple step-by-step procedure, as recommended in this study, would be helpful to other organizations interested in developing a network. The Seventh-day Adventist Church, object of this model, with its multi-faceted operation of administrative offices, schools, hospitals, printing plants, food factories, broadcast stations, emergency preparedness units, and approximately 3000 local churches in the United States could benefit from having a telecommunications network and should commence plans for developing an Adventist Telecommunications Network.

ANALYSIS OF INCIDENTAL LEARNING VIA TELEVISION AND THE RELATIONSHIP BETWEEN RETENTION AND INDIVIDUAL CHARACTERISTICS OF AGING ADULTS

Order No. DA8428710

STOKES, LAURA CHRISTINA, Ph.D. *The Florida State University*, 1984. 157pp. Major Professor: Dr. Mary L. Pankowski

The purpose of this study was to find what proportion of main and subordinate ideas aging adults remembered after casually viewing a television documentary. This study investigated the proportion of main ideas and subordinate ideas recalled immediately and one week later and the change between immediate and delayed retention. This study also examined the relationships between the aging adult's individual characteristics and the immediate and delayed retention of main and subordinate ideas.

Fifty-five aging adults between fifty-two and eighty-nine years of age were participants. Eighty percent were females, and twenty percent were males; their previous educational attainment level was above average.

Participants viewed a commercially-prepared television documentary in a casual setting. A propositional analysis scheme of the program's narration was used to designate main and subordinate ideas. Cued-recall tests were developed and contained 5 items measuring main ideas and 5 items measuring subordinate ideas. Immediately after the program was viewed, participants were given the first cued-recall test. A week later, participants took a different cued-recall test.

Results indicate that there is a statistically significant difference between the immediate recall of main ideas and the immediate recall of subordinate ideas. There is also a statistical difference between the delayed recall of main ideas and the delayed recall of subordinate ideas. Although more main ideas and subordinate ideas are recalled immediately than one week later, the results of this research show no statistical difference between immediate and delayed retention.

When Stepwise Regression was used to analyze the importance of the independent variables age, socioeconomic status, meaningfulness of content and material, attitude towards television and previous education, only education was statistically significant. This variable explained 28% of the immediate main idea retention and 19% of the immediate subordinate idea retention. Previous education explained 20% of the main ideas and 18% of the subordinate ideas recalled one week after viewing the documentary.

ROLE STRAIN, ANOMIA, AND TELEVISION VIEWING: A PRELIMINARY INVESTIGATION

Order No. DA8427705

STRIETER, SANDRA KAY WIETERS, Ph.D. *Oklahoma State University*, 1984. 125pp.

Scope of Study. The present research was designed to empirically test a theoretical conceptualization of prosocial television use. A basic underlying assumption was that individuals within society experience numerous structural constraints and respond to these constraints in either of two ways: (1) they perceive anomia and non-normative adaptive behaviors emerge or (2) they perceive stress and normative coping strategies emerge. Specifically, the research examined the following areas of interest: (1) fantasy television viewing as a form of adapting to perceptions of anomia and (2) escape television viewing as a form of coping with perceptions of stress. It further considered the role psycho-social resources as contingency factors mediating those two relationships. A stratified random sample of 239 married individuals in Oklahoma City, Oklahoma were administered a questionnaire designed to yield relevant information.

Findings and Conclusions. Although the research supported, in a limited way, the conclusion that television viewing may be one specific type of coping strategy for the reduction of perceived role strain, the theory developed in this research project was not clearly supported with this sample of respondents. There was no relationship between perceived anomia and measures of fantasy television viewing. There did appear to be a relationship between perceived role-strain and selected measures of escape television viewing. When the contingency variables were controlled, using partial correlation analysis, there was little change in the strength of the relationships. However, when the total sample was divided (high and low) on each contingency variable, some further support was found--particularly among the lower occupation subgroups. Overall, there was sufficient evidence from the preliminary investigation to warrant further research on the proposed theoretical ideas.

**HISPANICS, THE MASS MEDIA, AND POLITICS:
ASSIMILATION VS. PLURALISM** Order No. DA8410803
SUBERVI-VELEZ, FEDERICO ANTONIO, Ph.D. *The University of Wisconsin -
Madison*, 1984. 357pp. Supervisor: Professor John T. McNelly

This work investigates whether, for a sample of 165 Mexicans, 125 Puerto Ricans, and 110 Cubans in Chicago, (a) exposure to Hispanic and Anglo mass media is reflective of an assimilationist or a pluralist process, and (b) if exposure to such mass media influences political knowledge of, and participation in, American society. Of particular interest is the analysis of similarities and differences in these communication and political processes among the three Hispanic groups in Chicago.

The independent variables are sex, age, proportion of years in the US, education, English language reading ability, and Spanish language reading ability. The dependent variables are (a) four measures of exposure to Anglo mass media, (b) eight measures of exposure to Hispanic mass media, (c) two measures of dependency on Hispanic radio and TV for information about the Latino community, (d) an index of political knowledge, and (e) an index of political participation. Secondary analysis was performed, using hierarchical regression, on data from a 1977 stratified cluster probability survey of Latinos in Chicago.

The findings indicate that exposure to the media is often a function of a combination of different variables for each Hispanic group, but that there is a general assimilationist process in Latinos' increased exposure to the Anglo media and diminished exposure to the Hispanic media.

The findings regarding political processes indicate that controlling for the independent variables: (a) Hispanic and Anglo print media have significant positive influences on Puerto Ricans' political knowledge; (b) Hispanic print media have a significant influence on these Latinos' political participation; (c) the Anglo print media also have a significant influence on the political knowledge of Mexicans and Cubans who are US citizens, but the Hispanic print media does not; and (d) Hispanic radio has a positive influence only on the political knowledge of Cubans who are US citizens.

**CAPITALIST MODE OF COMMUNICATIONS,
TELECOMMUNICATIONS UNDERDEVELOPMENT AND SELF-
RELIANCE: AN INTERDISCIPLINARY APPROACH TO
TELECOMMUNICATIONS HISTORY AND SATELLITE
PLANNING ON A PAN-AFRICAN SCALE**

Order No. DA8503373

SY, DEMBA JACQUES HABIB, Ph.D. *Howard University*, 1984. 638pp.

This dissertation addresses the following two fundamental issues: (1) To what extent is the underdevelopment of Black Africa's telecommunications sector a consequence of telecommunications growth and expansion in the Western capitalist world, and particularly, Western Europe? (2) Why are the present telecommunications planning strategies undertaken in the African countries inadequate? In order to tackle these issues, it is suggested that a single analytical framework based on historical materialism which includes a periodization of telecommunications history in pre-colonial, colonial and post-colonial times, is the more appropriate way to investigate telecommunications underdevelopment in Africa. Four major conclusions are suggested by the study: (1) In pre-colonial times, the first revolutions in the art of transmission emerged in Black Pharaonic Egypt and in Black Africa through cave paintings, drums conveying coded signals, and writing systems; (2) during the colonial period, telecommunications technology was primarily used as a means for economic expansion and military subjugation; (3) the post-colonial era is characterized by the Western multinational corporations' control of the national markets and the maintenance of outward-oriented patterns of telecommunications traffic in Black Africa; (4) The telecommunications planning strategies implemented in Africa under the leadership of Western capitalism aggravate the continent's economic and technological dependency. It is recommended that plans rooted in the unequal international division of labor must be completely reversed by the African countries if they want to achieve socio-economic and technological self-reliance.

**THE ITV THRILLER: THE INTERACTION OF MEDIA
SYSTEMS AND POPULAR CULTURE** Order No. DA8405452
TANKEL, JONATHAN DAVID, Ph.D. *The University of Wisconsin -
Madison*, 1984. 270pp. Supervisor: Professor Don R. Le Duc

Television programming has been exchanged since the beginnings of national television systems. Through the nineteen-fifties, the United States was the dominant exporter of television programming to the world. Countries such as the United Kingdom also engaged in program exchange on a minor scale. American program export was modeled on the export of theatrical motion pictures in terms of rationale and mechanics. Exchange by the United Kingdom was different in context and mechanics, especially the export of programming by the companies of Independent Television, the advertiser-supported television service created in 1954. Through the nineteen-sixties, the major companies of Independent Television exported programs throughout the world, but the major emphasis was on penetration of the United States, both in network sales and syndication. Associated TeleVision (ATV) was the leader in sales to the United States through its American subsidiary, Independent Television Corporation (ITC). ATV concentrated on the sale of musical variety series and film action series. The latter came to be called ITV Thrillers. This thesis documents the production of the ITV Thrillers by ITV, the subsequent export of those series to the United States, and the impact of that production/export on the domestic audience. In so doing, the thesis examines theories of international program flow as expressed by Shiller, Varis and Nordenstreng and Jeremy Tunstall. These scholars view international program flow as a "one-way street," from industrialized nations to the Third World. By examining the process of program exchange between two industrialized nations, the concept of a "mutual media advantage" is proposed as a modification of the generally accepted theory of international program flow.

**PATTERNS OF MASS MEDIA EXPOSURE AMONG ADULTS,
HIGH SCHOOL JUNIORS, AND SEVENTH GRADERS**

Order No. DA8428308

WALKER, JAMES ROBERT, Ph.D. *The University of Iowa*, 1984. 285pp.
Supervisor: Professor Samuel L. Becker

The most common means of identifying mass media consumers has been by the use of demographic variables. In this study, the researcher used Q-type factor analyses to identify types of mass media consumers. Separate Q-type factor analyses were run for exposure to seven mass media (television, motion pictures, radio, recordings, newspapers, magazines, and books) and for exposure to 86 categories of content within these media. Separate analyses were run for three groups of respondents (116 seventh graders, 107 juniors, and 121 adults) located in the Waterloo, Iowa area.

Analyses of exposure to the 86 categories of mass media content identified the following types: for the seventh graders, Female Readers, Male Newspaper Readers, Male TV Watchers, Female Newspaper Readers, Upscale Country, General TV Watchers, Male Movie Goers, and Non-News Readers; for the juniors, Cable Television Watchers/Newspaper Avoiders, Newspaper Readers, Black Females, Adolescent Male Interests, Female Movie Goers, Non-Fiction TV Watchers, Female Adolescent Readers, and Entertainment Television Watchers; and for the adults, Newspaper

Avoider/Entertainment Watchers, Newspaper Readers, TV Homemakers, Young Male Movie Goers, Country Listeners, Action Entertainment Watchers/Readers, Entertainment Watchers, Sports/Businesspersons, Upscale Readers, and Male TV Watchers.

Using demographic variables as independent variables, regression analyses were performed to identify the strongest predictors of the mass media factors produced by the Q-analyses. Sex and age were the most frequent significant predictors.

Correlations were run between the factor scores for the mass media content factors highest in violent content and perceived violence in society. These were compared to the correlations produced between two individual media exposure variables (total television exposure and exposure to violent television programs) and perceived violence in society. For the adults, the two mass media factors highest in violent content were more strongly correlated with perceived violence in society than were the individual media variables.

**BEING-IN-THE-BODY: A REFLECTION UPON AMERICAN
SELF-MEDICATION DRUG ADVERTISING**

Order No. DA8423608

WELCH, BARBARA, Ph.D. *The University of Iowa*, 1984. 412pp.

Supervisors: Professor James W. Carey, Professor Donovan J. Oche

The primary purpose of this dissertation is to construct a broad overview of the evolution of self-medication drug advertising from 1776 through 1980 as it has emerged from the interacting forces of the drug and advertising industries, government regulators and the consumer/public. A secondary purpose is to reflect upon that construction in light of the critical theory of Ivan Illich and to relate that reflection to the culturally bound experience of being in-the-body or embodiment.

The history of self-medication drug advertising illustrates the processes postulated by Illich's theory that in the course of modern life the individual has become increasingly dependent on mass produced goods and services and increasingly less autonomous. The drug industry was seminal in combining the power of increasingly potent products and increasingly effective persuasive capabilities. Drug products were earliest of the medical and scientific advances which have allowed humans increased control over the body. Drug advertising was the first to portray the body as an object to be managed, dominated and controlled. If, as philosophers contend, the human is always in a balance between being and having a body, the history presented here suggests that in the realm of drug advertising during the 20th century there has been a bias in the direction of presenting the body as an object or possession which one has.

**HISTORY AND ANALYSIS OF MEDIA CONTROL IN IRELAND
1923 - 1983**

Order No. DA8425150

WOODMAN, KIERAN, Ph.D. *Southern Illinois University at Carbondale*, 1984. 469pp. Major Professor: Dr. Sharon Murphy

Revolutionary ideology makes few plans for the stable peace on which its activity is predicated. The Irish in the 1920s were alone responsible for the conditions that would determine the quality of life that political freedom now made possible. Social control was, and continued to be, the dominant consideration. In exercising the rights of free citizens it became the policy of church and state to curtail their enjoyment on the fearful grounds that their exploitation might lead to abuse. First, for moral reasons, then, for political purposes, freedom of expression was restricted by a form of censorship that was, with the passage of time, to grow progressively indefensible as understanding deepened of the nature of man and the functioning of his institutions.

This work examines the moral, political and intellectual climate in which occurred the changing conditions that governed communications over the period. It portrays the statutory and societal measures that sought to control literary output and contemporary media performance. It presents an outline of the history of government intervention in the conduct of the national broadcasting service's handling of news and features in general, and the reporting of events in Northern Ireland in particular. It considers the implications of the redefinition of individual responsibility for moral actions as a result of new directions in theology taken by the Catholic church. It reviews the problems of reporting terrorist activities which arise when government policy is at variance with the professional obligations of the journalist to provide for an informed electorate.

To determine the genesis and operationalization of moral and political censorship over the period recourse has been made to those organs of public opinion which considered the shaping of public attitudes as part of their responsibilities. A contrastive history of the vigor of the prohibition on alleged indecent and obscene literature and of the exclusion of political terrorists from the airways is further reviewed by questionnaires and interviews. The church's new affirmation of personal responsibility for choices is contrasted with the limitations imposed on them by the government. In light of increases in range and improvements in diffusion, censorship, in Ireland, it will be argued, contains within it the elements that make its decomposition the inevitable outcome of its own effectiveness.

**LIBERATORY EDUCATION CURRICULUM IN TV
PRODUCTION FOR INNER CITY YOUNG ADULTS**

Order No. DA8501407

ZACCARDI, DENISE MARIE, Ph.D. *The Union for Experimenting Colleges and Universities*, 1984. 32pp.

A curriculum for teachers of inner city young adults on the production of TV programs about community issues. This booklet describes liberatory education methodology and techniques for teachers and students to use video in order to analyze and reflect on themselves and their community. It details a liberatory education methodology which allows students to think more critically about the situation they are in and allows young adults to be involved in the issues of their community. It describes a learning process that opens up information which then allows students to transform the world to benefit their lives.

This curriculum is designed for a semester class in beginning TV production leading to a completed TV program. It explains how to choose a topic and a style for the production. It presents items one will need to teach this class and distribution outlets for the finished TV program.

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